

# EMAIL TARGETING

## Mitsubishi of Oxford

Our email solutions offer a powerful way to deliver your message to reach a very specific, targeted audience.

### RESULTS

- 50,000 Emails Sent
- 8,935 Emails Opened
- 1,293 Website Visits
- 2.59% Click Through Rate
- 17.87% Open Rate
- 10 Cars Sold

**Subject Line:**  
Outlander Special  
\$1500 Off

### Objective

Increase Mitsubishi Sales at Jeff D'Ambrosio Mitsubishi of Oxford.



**JEFF D'AMBROSIO**  
**MITSUBISHI of OXFORD**

### Solutions

DBC Interactive worked in conjunction with Mitsubishi of Oxford to send a targeted email blast to 50,000 auto-intender prospects.



JEFF D'AMBROSIO OF OXFORD MITSUBISHI  
2158 BALTIMORE PIKE  
OXFORD, PA 19353

SALES (844) 671-6341  
SERVICE (844) 671-6342  
PARTS (844) 671-6342

Every NEW Mitsubishi in stock will be sold for \$1,000 below invoice!! You keep the rebates!

**\$500 + 0.0% or \$1500 Factory Rebate on Outlanders!\***

**2016 Outlander**  
[VIEW INVENTORY](#)

5-YEAR/60,000 MILE BUMPER TO BUMPER WARRANTY

10-YEAR 100,000 MILE POWERTRAIN LIMITED WARRANTY

**2016 Outlander Sport**  
[VIEW INVENTORY](#)